The business magazine of the farm & industrial equipment industry

March 7, 1982
TWO DOLLARS

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One sales manager's view:

'...keep on talking positively..

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Implement & Tractor

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8: 'Keep on Talking Positively...' This interview with sales manager Roy Leftridge kicks off a running series of articles we're calling "1982—Year of the Salesman." On the cover: Leftridge (right) gets a look at a quotation developed by salesman Mike Conway.

12: Dual Rings, Computerized Settlements at Enlow Auction. Oklahoma enterprise aims at speeding up the processes that go with sale day at any auction company.

16: Strategies for Uncertain Times. The Marketing & Management Conference of the Farm & Industrial Equipment Institute digs into several topics connected to one of the basics of the business—efficient production and distribution of parts. Also heard from: a major bank economist on agriculture's outlook and an admiral of the U.S. Navy on the vital matter of sea lanes.

22: Britain's Smithfield. The first show of the European farm equipment season focuses attention on some new entrepreneural owners of some long-standing brand names.

42: Toward More Efficient Tractors. Deere & Co. called a press conference to show off its new Dyna-Cart, a field machine that will be used to measure tractor performance in varied circumstances.

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what's ahead...

I&T SINCE 1886

March 7, 1982

INTERNATIONAL HARVESTER will suspend tractor output in the U.S. for two months starting March 8. The layoff will include about 1,500 employees at its Farmall plant in Rock Island, Ill. In addition, about 3,000 other employees at plants supplying Farmall--in Louisville, Ky., East Moline, Ill., Waukesha, Wis., and Melrose Park, Ill. Another 450 workers will be laid off indefinitely at plants in Chicago, Louisville, Indianapolis, Ind., Canton, Ohio, and Springfield, Ohio, because of the cutback.

U.S. RETAIL SALES IN JANUARY showed some ups and downs. Two-wheel-drive tractors over 100 horsepower were up, but other units were down. Total unit sales volume on tractors was up 1 per cent. Self-propelled combines and balers (smaller size) were down, but forage harvesters were up and mower conditioners a little more than even. Here's the January flash report of the Farm & Industrial Equipment Institute:

Unit Retail Sales--January

Equipment	1982	1981	Pct. Change
Farm Wheel Tractors:			
2-wheel drive			
40-100 hp	3,526	3,826	- 8.8
Over 100 hp	3,760	3,182	+18.0
Total 2-wheel drive	7,286	7,048	+ 3.4
4-wheel drive	663	825	-19.6
Total tractors	7,949	7,873	+ 1.0
Combines (S-P)	1,374	1,676	-18.0
Balers*	376	442	-14.9
Forage Harvesters**	320	271	+18.1
Mower-Conditioners	639	634	+ 0.8

*Bales under 200 lbs. **Shear-bar type

When issuing each monthly flash report, FIEI warns that because of the seasonal nature of the industry, comparisons of monthly data from one period to another should be done with extreme caution.

FARM OUTLOOK FOR 1982 (some excerpts from the "Economic Review" of the Federal Reserve Bank of Kansas City, by Marvin Duncan, FRB economist): "Export sales are expected to increase from the record $43.8 billion of fiscal 1981 to a range of $44-48 billion in fiscal 1982. The current point estimate forecast is $45.5 billion in sales. The U.S. agricultural trade surplus is expected to increase to $28 billion. Export tonnage is expected to increase by about 10 per cent to 180 million tons after declining slightly in fiscal 1981....

"While income prospects for 1982 are currently gloomy, mid-

(Continued on page 6)